

## Preliminary results

Suggested methodological strategy for designing communication campaigns:

- 1 – Understand preferential meanings and interpretative tendencies (polarities, established associations) of the target population when it comes to climate, environment and natural resources;
- 2 – Study how those affect meanings associated to climate information when scientific forecasts are received by the population;
- 3 – Detect main “negative” association of meanings, and design communication strategies to act upon (and neutralize, if possible) them.

This approach suggests:

- 1 – That the *management of the social image of meteorology* is a fundamental element of the work of improving the value of climate information;
- 2 – That climate communication efforts should be designed with the help of communication professionals, and local communication brokers should be used.



**Understanding How Meanings Get Transformed  
in the Dissemination of Climate Information:  
the Case of Northeast Brazil**

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